



D2

# BUSINESS STARTER PROGRAMME

Thinking of starting a new business?

Do you want to be your own boss?

Do you have the beginnings of a business idea  
that could make you money?

## If this sounds familiar then join us on the FREE D2 Business Starter November Boot Camp

**In just one week we will share all the knowledge and skills to take your business idea  
to the next stage**

### November 2021

Monday 15<sup>th</sup> November 4- 6 pm

Tuesday 16<sup>th</sup> November 4-6 pm

Wednesday 17<sup>th</sup> November 4-6pm

Thursday 18<sup>th</sup> November 4-6pm

Friday 19<sup>th</sup> November 4-6pm

**These will be online workshops and will allow you to explore your brilliant idea in just one week:**

### **Business goals, vision and values**

Start to look at what your business could be and what you want it to achieve, by assessing your skills, ambitions and goals. Think about what you need from your business and what you can offer people and start to design your brand.

### **Business basics**

Why should people buy from you as a new business? We will start to consider ways to boost your credibility. Learn about the different business models and legal structures to decide the best way to establish your business. You will gain an understanding of all your legal requirements and discover the support available to you.

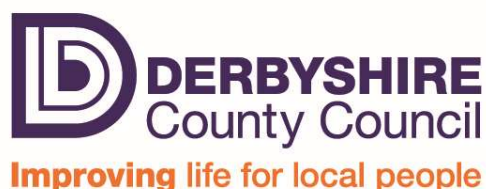
### **Customers & competitors**

We will look at who are your customers and how to find out about their needs. Time to consider who can help you find out more to design a business that can satisfy a demand. We will give you the tools to assess your marketplace, define your target market and learn what the competition looks like, to ensure your new business will flourish and thrive. Discover how to set yourself apart by understanding and defining your unique selling points.

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Derby City Council





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### **Sales and marketing**

Discover effective marketing techniques to identify your best customers, understand their needs and design your business around them. How will you attract and retain customers as well as how to create sales and marketing plans to provide ongoing support for your venture. We will look at how to engage with customers and start to make the valuable connections for a sustainable business.

### **Financial planning**

Learn how to achieve financial stability through deciding how to fund your new business, what start-up costs and business expenses do you need to consider. You will develop your personal survival budget to really understand what your business needs to achieve and forecast your business cash flow by understanding basic accounting methods. We'll show you how to keep effective records along with strategies for pricing, putting you on the path towards a profitable and successful business.

### **Laws & legislation**

We will guide you through how to protect your intellectual property along with all the laws and legislation you need to start your business on a legal and compliant basis. We will share information on the wealth of support available to navigate your business with ease and efficiency. You will review and plan to meet your business needs in areas including GDPR, Health and Safety and insurance.

### **Business planning**

What has your market research told you so far to enable you to define your unique selling point and create the image you want your business to have to attract customers. Design what to build into your business plans to overcome the challenges ahead. We will share how to ensure you have a business plan to really showcase your ideas. Learn about National Insurance, tax and plan for when to register your business.

Register your interest to be part of this programme at:

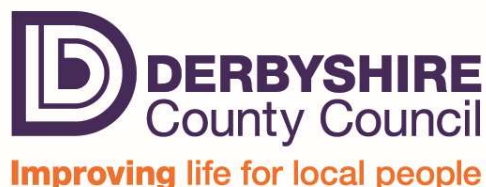
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call 01332 851289 or email [derbyshirestartup@emc-dnl.co.uk](mailto:derbyshirestartup@emc-dnl.co.uk)

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